



*Network for a Healthy California*  
**NETWORK STEERING COMMITTEE  
MEETING**

**May 17, 2007**  
**9:00 a.m. - 4:00 p.m.**  
**Radisson Hotel Sacramento**  
500 Leisure Lane  
Sacramento, CA 95815

**AGENDA**

**CHAMPIONS FOR CHANGE**

**MEETING OBJECTIVES:**

- Launch the new Network brand identity and ad campaign.
- Discuss how the new brand identity will enhance the work of the Network.
- Discuss the role of the NSC under the new brand identity.
- Provide an update on the Program Compliance Review Team.
- Highlight the work of the Regional Collaboratives.
- Learn about the history of the Food Stamp Program.
- Identify and prioritize next steps for utilizing the new brand identity.

**9:00-9:50 MEETING REGISTRATION & NETWORKING**

**9:50 A.M. WELCOME**

*David Ginsburg, Assistant Chief, Cancer Prevention and Nutrition Section*

**10:00 A.M. LAUNCH OF THE NEW NETWORK BRAND IDENTITY AND AD CAMPAIGN**

*Susan B. Foerster, Chief, Cancer Prevention and Nutrition Section*

*Dr. Mark Horton, California State Public Health Officer*

*Brenda Parker, Champion for Change Mom, Desert Sierra Region*

*Xinia G. Sanchez, Champion for Change Mom, San Diego and Imperial Region*

**11:00 A.M. NETWORK LAUNCH Q & A**

*Susan B. Foerster, Chief, Cancer Prevention and Nutrition Section*

*Susan Pennel, Manager, Communications and Media, Cancer Prevention and Nutrition Section*

**11:30 P.M. THE NETWORK STEERING COMMITTEE: BRINGING TOGETHER CHAMPIONS FOR CHANGE**

*Matthew Marsom, Manager, Partnerships Team, Cancer Prevention and Nutrition Section*

*Network Executive Committee Members*

**12:00 P.M. PANEL: CELEBRATING THE REGIONAL COLLABORATIVES**

*Moderator: Jackie Richardson, Program Manager, Cancer Prevention and Nutrition Section*

*Suzanne Bogert, Los Angeles Collaborative for Healthy, Active Children*

*Dawn Dunlap, Gold Country Healthy Eating Active Living Collaborative*

*Janet Leader, Bay Area Nutrition & Physical Activity Collaborative*

*Anna Luciano-Acenas Orange County Nutrition and Physical Activity Collaborative*

*Patricia Mannel, Sierra Cascade Collaborative for Health and Movement Promotion*

*Leticia Salazar Allen and Josette Harris, San Bernardino/Riverside/Inyo Counties Health Collaborative*

12:30 P.M. WORKING LUNCH & NETWORKING

1:30 P.M. VIDEO PRESENTATION - *MAKING AMERICA STRONGER: THE US FOOD STAMP PROGRAM*  
*Introduction: Susan B. Foerster, Chief, Cancer Prevention and Nutrition Section*

1:55 P.M. STRETCH BREAK  
*Jennifer Abrams, Physical Activity Integration Coordinator, Cancer Prevention and Nutrition Section*

2:05 P.M. BRINGING IT ALL BACK HOME: BEING A CHAMPION FOR CHANGE  
*Jonnalee Henderson, Policy Analyst, California Department of Food and Agriculture*

**WORKGROUP SESSIONS**

*Gregory Shaffer, Principal, Compulsion to Create*

- Adults
- Children & Youth
- Food & Nutrition Resources
- Fruit & Vegetable Promotion
- Health Disparities
- Physical Activity Integration

3:25 P.M. WORKGROUP RESULTS & NEXT STEPS  
*Gregory Shaffer, Principal, Compulsion to Create*

3:55 P.M. SUMMARY REMARKS AND CLOSE  
*Jamie Morgan, Legislative Director, American Heart Association, Western States Affiliate and Network Executive Committee Member*

4:00 P.M. ADJOURN

FROM 4:15 P.M. TO 5:00 P.M.  
FOLLOWING THE NSC MEETING THERE WILL BE A MEETING OF  
THE *CALIFORNIA ASSOCIATION OF NUTRITION AND ACTIVITY PROGRAMS*